

## Claims

1. A method of creating a web page that can be used in a dynamic sys-

4 item for trading good and services, wherein said method includes

interacting with a computer program stored at a remote location using a

6 computerized communication system so as to provide said computer program with a first

7 set of information concerning a first provider;

generating said web page, wherein said web page is responsive to said first

set of information;

aggregating said first set of information with at least one second set of in-

formation provided by at least one second provider;

determining a location to display said web page; and

displaying said web page.

2. A method as in claim 1, wherein said step of interacting includes in-

<sup>16</sup> Interacting with an application server provider.

3. A method as in claim 1, wherein said first set of information includes

19 demographic information about the first provider and product information about a good or

20 service or type of knowledge that is offered by the first provider.

1           4. A method as in claim 3, wherein said demographic information in-  
2 cludes information necessary for processing a payment from the first provider.

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4           5. A method as in claim 1, wherein said first set of information includes  
5 a set of interactive responses to said computer program, wherein said interactive re-  
6 sponses include data relating to stylistic and substantive elements included in said web  
7 page.

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9           6. A method as in claim 1, wherein said step of aggregating includes  
10 determining a commonality between said first set of information and said second set of  
11 information.

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13           7. A method as in claim 1, wherein said step of determining a location  
14 includes determining at least one web site.

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16           8. A method as in claim 7, wherein said at least one web site is logi-  
17 cally related to said remote location of said computer program.

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19           9. A method as in claim 1, including the step of storing said first set of  
20 information in a database.

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1           10. A method as in claim 1, including the step of storing said web page  
2       in a database.

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4           11. An apparatus, including  
5       at least one client device under the control of a provider who wishes to cre-  
6       ate a web page that is used in a dynamic system for trading goods and services;  
7       at least one server device that can be accessed by said client device;  
8       a memory coupled to said server device, wherein said memory includes a  
9       computer program providing an interactive set of instructions for generation of web pages  
10      and determination of at least one web site,  
11           a database coupled to said server, wherein said database includes at least  
12      one record regarding a provider.  
13           at least one web site wherein said web pages are displayed; and  
14           a communication link.

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16           12. An apparatus as in claim 12, wherein said instructions include  
17       an instruction to present a query to said client device for demographic in-  
18       formation;  
19           an instruction to receive said demographic information from said client de-  
20       vice and store said demographic information said database;  
21           an instruction to provide a set of interactive steps to said client device;

1           an instruction to receive a response from said client device to said set of  
2   interactive steps, wherein said interactive steps are responsive to feedback from said cli-  
3   ent device;

4           an instruction to store said feedback in said database;  
5           an instruction to generate said web page based upon said feedback;  
6           an instruction to compare said demographic information;  
7           an instruction to associate the results of said instruction to compare with a  
8   web site;

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10           an instruction to display said web page at said web site; and  
11           an instruction to charge said provider a fee.

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13           13. An apparatus as in claim 12, wherein said interactive steps includes  
14   one or more interactive steps involving compositional elements for inclusion in said web  
15   page.

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17           14. An apparatus as in claim 11, wherein said web site and said server  
18   are coupled in such a way as to be logically related.

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20           15. An apparatus as in claim 11, wherein said web site displays a plural-  
21   ity of said web pages.